PCT

(54) Title: METHOD AND APPARATUS FOR LOCAL ADVERTISING

(57) Abstract

Internet Service Providers (ISPs) or proxies (502) owned by ISP insert advertisements transmitted from a web host to a client. The advertisement may be stored in the proxy's cache or may be retrieved from a web server (510) for an advertiser. By providing the ISP with the ability to insert the advertisement, advertisements appear on small web sites that do not normally attract advertisers. Additionally, due to the number of advertisements placed by an ISP, small advertisers may have their advertisements appear in connection with frequently used web sites. One or more embodiments of the invention provide for an ISP to collect and store demographic information (508) such as the user's age, residence, credit history, etc.